AMENDMENTS TO THE CLAIMS

1 to 6. (Cancelled)

- 7. (Currently Amended) A process for preparing a pressure sensitive adhesive having enhanced resistance to water-whitening comprising the steps of:
- (a) forming a mixture in water of
- (i) an initial amount of a polymerization initiator which produces radicals by a thermal decomposition to form a mixture and optional further surfactant;
- (ii) a water-dispersible polymerizable surfactant selected from ethoxylated alkyl phenol sulfate surfactants,
- (b) forming a polymerizable aqueous pre-emulsion comprising
- (i) a hydrophobic monomer mixture comprising at least one monomer selected from the group consisting of: alkyl (meth)acrylate ester of an C₁₋₄ alcohol and 2-ethyl hexyl acrylate; and up to about 30% by weight of the mixture of at least one styrenic monomer,
- (ii) at least about 1% of the total weight of (i) to (iii) of one or more hydrophilic monomer(s),
- (iii) at least about 5% of the total weight of (i) to (iii) of at least one partially hydrophilic monomer(s) selected from N-vinyl pyrrolidone; alkyl (meth)acrylate esters of methanol or ethanol; or mixtures thereof,
- the pre-emulsion further comprising the surfactant;
- (c) contacting a portion of the pre-emulsion formed from step (b) with the water mixture formed from step (a);
- (d) continuously adding further of said pre-emulsion formed from step (b) to said mixture formed from step (c) to polymerize said pre-emulsion to form a latex emulsion, and optionally adding further polymerization initiator during the polymerization of said pre-emulsion; and
- (e) optionally adjusting the pH of said latex emulsion with a suitable base to a pH of about 6.5 to about 9.

8. (Currently Amended) A process as claimed in claim 7, in which (a)(ii) the polymerizable surfactant is that available commercially from Hitachi Chemicals under the trade name Hitanol-BC-2020 (a 20% by weight aqueous solution of the compound the polymerizable surfactant is the compound[[).]]

$$H_4N^{+}SO_3-[O-CH_2-CH_2]_{20}-O$$
 CH_3

- 9. (Currently Amended) A process as claimed in claim 8, in which the monomers in the preemulsion consists essentially of:
- (b)(i) the hydrophobic monomers: 2-ethyl hexyl acrylate [[(]]EHA[[)]], and alpha methyl styrene [[(]]MSTY[[)]],
- (b)(ii) the hydrophilic monomers: acrylic acid [[(]AA[[)]] and methacrylic acid [[(]]MAA[[)]], and
- (b)(iii) the partially hydrophilic monomer: methyl acrylate [[(]]MA[[)]].
- 10. (Currently Amended) A process as claimed in claim 9, in which (a)(i) the thermal polymerization initiator [[(]]PI[[)]] is potassium persulfate.
- 11. (**Previously Presented**) An adhesive composition obtained by a process as claimed in any of claims 7 to 10.
- 12. (**Previously Presented**) A label facestock comprising a pressure sensitive adhesive as claimed in claim 11.
- 13. (Previously Presented) An article labeled using a label facestock as claimed in claim 12.

- 14. (Previously Presented) A method for labeling an article comprising the steps of
- (a) dispensing a label from a label facestock as claimed in claim 12, and
- (b) adhering the dispensed label onto the article.
- 15. (Previously Presented) A labeled article obtained by a method as described in claim 14.